



Adobe

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Adobe Analytics Developer

Version: Demo

[Total Questions: 10]

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Question #:1

A developer needs to approve two rules in Adobe Dynamic Tag Management (DTM). The rule approval screens that only the option to approve a single rule at one time. Which change should be made in DTM so that the developer can approve two rules?

- A. Enable Multi-Rule Approval in the Analytics tool.
- B. Approve the rule in the Analytics Admin Console.
- C. Approve the rule from the individual rule's settings.
- D. Enable Multi-Rule Approval in the property settings.

Answer: B

Question #:2

Adobe Analytics reports populate data for total revenue as well as units. No product IDs show in the reporting for orders. After completing a test purchase of products A (2 for \$15 per unit totaling \$30) and B (5 for \$20 per unit totaling \$100). We Adobe Analytics product variable is being sent as follows:

s.products = "product A;;2:30. product B;;5;100"

What code change to the product variable should be made to correct the lack of product-level reporting in Adobe Analytics?

- A. s.products = ";product A;2:15;;product B;5:20"
- B. s.products = ";product A;2:30;;product B;5;100"
- C. s.products = ";product A2:30;;product B.5,100"
- D. s.products = ";product A;2:30;;product B;5;100"

Answer: A

Question #:3

An Adobe Analytics developer needs to create a base code configuration that meets the following goals for a new Adobe Analytics customer:

- Utilizes the Marketing Cloud Visitor ID service
- Does NOT rely on CNAME or SSL certificate
- Uses the Pacific Northwest data center

- Company namespace is "acme"

Which tracking code should be used?

- A. `s.trackingserver = "acme.sc.omtrdc.net";`
- B. `s.trackingserver = "acme.d1.122.2o7.net";`
- C. `s.trackingserver = "acme.122.2o7.net";`
- D. `s.trackingserver = "metrics.acme.com";`

Answer: B

Question #:4

Video measurement reports in Adobe Analytics are not being populated. The developer confirms that Video Reporting has been enabled in the Adobe Analytics Console.

What might be causing this issue?

- A. The Adobe Analytics Media Module has not been added to appMeasurement.
- B. `s.videoMeasurement` has not been set to "true" in appMeasurement.
- C. The Adobe Analytics videoMeasurement plug-in has not been added to appMeasurement.
- D. `s.video.Track` is set to "false" in appMeasurement.

Answer: C

Question #:5

An Adobe Analytics Developer needs to Add the "Marketing Cloud ID Service" tool to a DTM property. The 'Marketing Cloud Organization ID' is NOT pre-populated. The developer needs to contact Client Care to get the ID. What is causing this issue?

- A. The developer does not have admin access to either the DTM property or Adobe Analytics
- B. The company needs to provide an SSL certificate to Adobe.
- C. The company needs to be configured for RDC.
- D. The company needs to be provisioned for the Marketing Cloud ID service.

Answer: B

Question #:6

An Adobe Analytics developer is tagging a video player with Adobe Analytics. The Media Module is configured correctly. Correct beacons can be seen in the debugger. The video reports do NOT display in Adobe Analytics.

What is causing this issue?

- A. Video Reports are NOT enabled in the Adobe Analytics Admin Console for the report suite.
- B. The SAINT classifications are NOT configured for video reporting.
- C. The context variables are NOT mapped with processing rules.
- D. Reports are NOT enabled in the Video Admin Console.

Answer: A

Question #:7

A developer creates an Event rule in Adobe Dynamic Tag Management (DTM) that fires when a hyperlink with the ID of "analytics event" is clicked. The developer also needs to capture the text of the hyperlink and set that in eVar1 within the same DTM Event rule.

How should the developer capture the text clicked in eVar1, using Adobe DTM?

- A. Add eVar1 to the "Pageviews & Content" settings of the Adobe Analytics tool
- B. Add eVar1 to the "Always Track" section of the "Link Tracking" settings of the Adobe Analytics tool
- C. Set eVar1 to "%target.text%" in the rule's settings for eVar1
- D. Set eVar1 to "%this.text%" in the rule's settings for eVar1

Answer: C

Question #:8

A developer adds several Adobe Analytics plug-ins within appMeasurement. NO reports for these plug-ins are being populated in Adobe Analytics. What is causing this issue?

- A. s.usePlugins is set to 'false' in appMeasurement
- B. Plug-Ins have NOT been enabled within the Adobe Analytics Admin Console.
- C. The reports are NOT configured for plug-in within the Adobe Analytics Admin Console.
- D. The "plugins" module has NOT been added to appMeasurement.

Answer: B

Question #:9

When validating the measurement of AJAX events via an Adobe Analytics Dynamic Tag Management (DTM) implementation (with DTM in debug model) the message below is visible in the developer console of the web browser. The direct call rule, “ajax_event” should be setting custom event1:

SATELLITE:Direct call Rule “ajax_event” not found.

How should a developer fix this debug notification?

- A. in DTM, publish the “ajax_event” direct call rule.
- B. in DTM, add custom event1 to the “ajax_event” direct call rule.
- C. in DTM approve the “ajax_event” direct call rule.
- D. in DTM, create a new direct call rule with the name “ajax_event”.

Answer: B

Question #:10

An Adobe Analytic Developer needs to set s.campaign with the query string value whenever a query string of ?cid=[[value]] is present in the URL. The client does NOT want s.campaign to track duplicate values during the same visit to avoid tracking duplicate clickthroughs.

The developer has developed the following code in AppMeasurement:

```
s.campaign = s.Util.getQueryParam('cid');
```

Which line of code should be used to meet the rest of the tracking requirement?

- A. s.campaign = s.UtilUniqueVal;
- B. s.campaign = s.getValOnce('cid')
- C. s.campaign = s.UtilcookieRead('s_.campaign');
- D. s.campaign = s.getValOnce(s.campaign, 's_campaign');

Answer: D

Explanation

<https://stackoverflow.com/questions/43338982/s-sess-cookie-not-storing-the-value-from-query-string-parameter>

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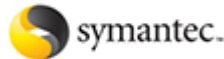
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